



## ARIZONA*SERVES* TASK FORCE

---

DES Director's Office, Conference Room 104  
Meeting Minutes for March 16, 2012

Members Present

Sylvester Ajagbe  
Clarence Carter  
Susan Corsaro-Johnson  
Terry Crist (Chair)  
Judith Fritsch  
Karl Gentles  
Scott Neuman  
Diane Swanson  
Mark Upton  
Jane Wabnik  
Jim Welter (for Billy Thrall)  
Nicola Winkel

Members Absent

Russ Dickey  
Peg Harmon  
Kathleen Heard  
Cathi Herrod  
Gary Kinnaman  
Mike Normand  
Wayne Tormala  
Steve Zabilski  
Cynthia Zwick

Staff Present

Jamie Bennett  
Chuck Fitzgerald  
Cassandra Larsen

I. Welcome & Introductions

Dr. Terry M. Crist  
Chairman

Chair Crist welcomed Task Force members and guests at 10:05 a.m..

He spoke of an interview he gave to a local journalist regarding ArizonaSERVES. As the journalist asked about "the denominational composition" of the ArizonaSERVES Task Force, Chair Crist indicated that he was not aware of the denominational composition, and he was then able to talk about how Task Force members are able to "all work together for the common good" regardless of each member's faith background and beliefs.

Chair Crist thanked Task Force members for being "line crossers" as they work for the common good by routinely crossing denominational, organizational and other societal lines. ArizonaSERVES is a great example of broad collaboration around a common purpose.

II. Review and Action – January 20, 2012 Task Force Meeting Minutes

Chair Crist asked for, and received, a motion and a second. The January 20, 2012 Task Force Meeting Minutes were unanimously approved.

III. Staff Report

Chuck Fitzgerald briefed attendees on a few activities/achievements since the January Task Force Meeting. To include:



## ARIZONA *SERVES* TASK FORCE

---

- Website traffic averaged 40 unique visitors daily; "Foster Care" pages are most visited; 2.6 pages averaged per visit; 56% of all visitors were first-time visitors
- "Without a Ride, Life Unravels" Summit in Goodyear on February 10, 2012. There were 122 people in attendance to learn about community solutions for Transportation for the Underserved. The City of Goodyear was well represented and has taken this Issue to task. This regional event model is a good approach for ArizonaSERVES.
- The DES "Faith-Based and Community Organizations Work Group" surveyed faith community members in February. One question on the survey asked about the respondent's awareness of ArizonaSERVES. Of the 164 who answered this question, 81 had not heard of ArizonaSERVES. This indicates we need to continue to talk about ArizonaSERVES and continue to connect the caring community to the systems of care in our state.
- Since our January meeting, approximately 900 people have attended an event that included an ArizonaSERVES component.
- Engage Tucson on April 21<sup>st</sup> will have an ArizonaSERVES exhibition table. Susan Corsaro-Johnson and Diane Swanson will staff this table.

Chair Crist asked how Task Force members are currently communicating with their own base. He also suggested we look more into our communication strategies to include social media. He then led a conversation on strategic communication.

- Director Carter affirmed our need to use these tools to intentionally communicate and market in the same manner as the public communicates. He suggested the formation of an ArizonaSERVES work group to craft a communications plan.
- Chair Crist asked for volunteers to be on this new Communications work group. Susan Corsaro-Johnson, Karl Gentles and Diane Swanson volunteered. Chuck Fitzgerald and Tasya Peterson will staff this work group.
- Consensus of attendees fully supported this.

Director Carter shared a few remarks:

- Director Carter spoke of how community engagement has been now become an Executive Level effort within DES with the formation of an Office of Faith and Community Engagement. He also spoke of project led by Chuck Fitzgerald and Susan Corsaro-Johnson which is working to intentionally align community resources to solve pressing issues.
- Director Carter marked his 1 year anniversary in Arizona this past week. In this year, the Task Force has developed a laser like focus on how the Task Force can assist the faith community to grow the capacity of service in our communities.
- Director Carter encouraged the Task Force to show the successes of growing community capacity.
- Director Carter spoke about Task Force member Billy Thrall's presentation to the DES Executive Leadership Team regarding HopeFest Phoenix, and how this presentation signals the commitment of DES to partner with community organizations as they serve Arizona families. DES cannot, and was never intended to, solve the problems of



## ARIZONA*SERVES* TASK FORCE

---

society; but rather is a partner in solving these problems.

### IV. Success Stories

Chair Crist asked attendees to share about the following items.

- HopeFest Phoenix. Jim Welter spoke on behalf of Billy Thrall about the progress of this April 14<sup>th</sup> event at Chase Field. April 14<sup>th</sup> will be an awesome day of loving on “working poor” families in our community.
  - Jim played a 2 minute HopeFest video. The video may be seen here: <http://cityserveaz.com/hopefest/>
  - Need 1,500 volunteers for the event
  - Expecting 10,000 to 20,000 people in attendance at the event
  - Approximately 200 community/agency partners will participate by providing service at the event.
  - A key component is to connect attendees with follow-up support after the event
  - Director Carter added: “The whole is greater than the sum of the parts.”
- “Wait No More” adoption from foster care event on February 11, 2012. Mark Upton gave details regarding the event:
  - Approximately 580 attendees; 130 different churches were represented
  - 289 people were fingerprinted at the event; another 33 took the cards with them. It was amazing to see people waiting in line to be fingerprinted
  - Director Carter thanked Mark Upton for his leadership. The event was excellent, and it was a “good news” day.
  - Chair Crist was very impressed with the speakers and how they spoke to the “reality” of adoption.
  - Roxann Miller worked tirelessly to ensure the DES representation at the event.
- Pastors of Influence. Chair Crist spoke of this group (started by Task Force member Gary Kinnaman) and its new commitment to support child well-being. ArizonaSERVES was a key component of this conversation.

### V. Task Force Strategy Discussion

Chair Crist reminded attendees of the decisions made by the Task Force in January. At that meeting, a sub-group was formed to discuss the connection points for all five ArizonaSERVES Issue Areas and a focus on supporting children. The sub-group met and developed a one-page “ArizonaSERVES and Children” summary; it may be found here:

<https://www.azdes.gov/uploadedFiles/ArizonaServes/ArizonaSERVESandChildren.pdf>

There was much discussion that included these comments:

- Each of the five Issue Areas are represented on the “ArizonaSERVES and Children” one-pager
- Director Carter asked for the Task Force to measure success around each item on the “ArizonaSERVES and Children” one-pager.



## ARIZONA*SERVES* TASK FORCE

---

- It would be helpful to have a CASA or Foster Care Review Board member speak at a future ArizonaSERVES Task Force meeting. Staff will coordinate this.
- Director Carter spoke of a basic system construction problem that makes it difficult for those outside the system to participate in solving problems; and we need to continue to “help those who want to help” to get connected in a meaningful way.
- “ArizonaSERVES and Children” was added to the home page of the Task Force website: [www.ArizonaSERVES.gov](http://www.ArizonaSERVES.gov)
- Prior to launching a “social media” campaign, we need to have the website set up to drive visitors to action
- Our communication plan should lift up the ArizonaSERVES “portal” into serving children; this is a uniqueness found at ArizonaSERVES.gov
- Our communication plan, and future website development, might prove more effective if we develop content relative to different audiences (individuals, organizations, providers, churches, etc.)
- Our website should list results of ArizonaSERVES, and other community, efforts. Results encourage us and those working in our communities. Personal success stories are more appropriate than simply reporting data.
- Overview/Tool Kit pages on our website need to be modified to reflect “ArizonaSERVES and Children.” Staff will ask Issue Area teams to provide recommendations.
- Chair Crist will meet with Staff to create opportunities for Task Force members to engage in the 2012 Action Plan.

### VI. Call to the Public

### VII. Closing Statements and Adjourn

Cassandra Larsen spoke of the “it shouldn’t hurt to be a child” license plate. Funds are distributed as grants to child safety community organizations.

Cassandra Larsen spoke of an April 7<sup>th</sup> event featuring Michael Oher in support of “A Hope and A Future.”

Judith Fritsch spoke about Open Table’s ([www.theopentable.org](http://www.theopentable.org)) program that brings faith community members together in support of a youth aging-out of Foster Care. There will be an Open Table event on 3/23 to train table members. This is a direct result of ArizonaSERVES’s focus on Foster Care participation.

Director Carter encouraged attendees to break down these huge issues into small bite-size pieces. Helping one child or one family is critically important.

Mark Upton reported that one of the “356 waiting children” has been adopted since the February 11<sup>th</sup> “Wait No More” event.



## ARIZONA *SERVES* TASK FORCE

---

Chair Crist encouraged Task Force members to continue fostering connections for ArizonaSERVES, and to not give back any of the ground we've already gained.

The next Task Force meeting is on May 18, 2012

A motion, a second, and a unanimous approval for adjournment were received at 11:55 a.m.